

W A T P



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

Form BC-126

June 1954

3 533

BROADCASTING STATION LICENSE RECORD

Date first licensed 12-4-57

Call letters W A T P

Station location Marion, South Carolina

SWAMP FOX BROADCASTING CORPORATION (AL 3-5-68 Eff. 3-8-68)

x WATP BROADCASTING CORPORATION (AL-9-16-64, EFF: 9-22-64)

x RAYMOND A. SOMERS (AL 7-18-62, eff; 9-21-62 per Form 323)

Name of licensee X PEE DEE BROADCASTING COMPANY

Transmitter location Country Club Road, Route 76,

1.9 miles east of center of Marion, S. C. (CP 4-24-57)(BL-12-4-57)

Main studio location Main Street, Marion, S. C. (CP 4-24-57) (BL-12-4-57)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BP-10938	4-24-57	1430kc	1kw	Day	6-24 12-24-57
CP for new standard broadcast station					
EL-6712	12-4-57	1430kc	1kw	Day	12-4 12-1-60
License to cover CP(BP-10,938) which authorized a new standard broadcast station.					
BTC-3237	10-7-59	Vol. trans. of control of licensee corp.			
EFF:	10-8-59	from Al G. Stanley, et al (All Stockholders)			
		to James Harpring, Joel Eugene Cole & Walter Molic			
	11-30-60	Commission deferred action on renewal pending further consideration.			
BR-3533	7-20-61	Renewal of license			7-20 12-1-63
BAL-4508	7-18-62	Voluntary assignment of license to			
EFF:	9-21-62	Raymond A. Somers			
BR-3533	11-14-63	1430kc	1kw	Day	12-1 12-1-66
BAL-5182	9-16-64	Voluntary assignment of license to			
Eff: 9-22-64		WATP BROADCASTING CORPORATION			
BZ-5766	11-1-65	1430kc	1kw	Day	11-1 12-1-66
Auth. to determine operating power by direct measurement of antenna power.					
BR-3533	4-11-67	Renewal of License & NDEA			
TELEGRAM	10-17-67	PSA	500w		
BAL-6257	3-5-68	Voluntary assignment of license.			
Eff.	3-8-68				
BR-3533(L)	3-26-70	RENEWAL & NDEA			12-1-72
BZ-7644(S)	10-19-70	Direct Meas.			
1					
EB3A	5-25-72				
BR-3533(L)	12-6-72	RENEWAL			12-1-75
BZ-8285(L)	3-30-73	Direct Measurement			12-1-75
BR-3533(S)	11-19-75	RENEWAL			12-1-78

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call

Letters ~~WFL~~ W.A.T.P.Name FEE DEE BROADCASTING COMPANY

(P.O. - c/o Al G. Stanley, 514 Godwin Ave., Lumberton, North Carolina)

File No.	Dated	Application for	Action	
			Nature	Date
BP-10,938	11-9-56	Construction permit for a new standard broadcast station to be operated on: Frequency - 1430kc Power - 1kw Hours of operation - Daytime Transmitter location - Country Club Road, Route 76, 1.9 mi east of center of Marion, South Carolina Studio location - Main Street, Marion, South Carolina Remote Control Point - Same as studio. Atty. - Marvin C. Tyndall, Marion, S.Car. Engr. - Page, Creutz, Steel & Waldschmitt	GRANTED	4-24-57
Rec'd	11-21-56			
Filed	11-21-56			

APPLICATION RECORD - BROADCASTING

Aug. 1955

Call
Letters N.A.T.P.Name PEE DEE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
HL-6712 Rec'd Filed	7-18-57 7-22-57 7-22-57	License to cover Construction Permit BP-10,938 which authorized a new standard broadcast station.	GRANTED	12-4-57
BTC-3237 Rec'd. Resub. R. & F.	8-29-59 9-1-59 9-12-59 9-14-59	Voluntary transfer of control of licensee corporation from Al G. Stanley, et al (All Stockholders) to James Harpring, Joel Eugene Cole and Walter Molic. Samuel Miller, Atty.	RETURNED 9-9-59 re not signed by all transferees and transferees. GRANTED EFF: 10-7-59 10-8-59	9-9-59 re not signed by all transferees and transferees. 10-7-59 10-8-59
BR-3533 Rec'd Filed	8-8-60 8-19-60 8-19-60	Renewal of license	GRANTED	7-20-61
BAL-4373 Rec'd Filed	10-27-61 10-30-61 10-30-61	Voluntary assignment of license to Terrell J. Rozier. Samuel Miller, Atty.	DISMISSED Req. of Atty.	4-5-62

APPLICATION RECORD - BROADCASTING

Aug. 1955

Call
Letters W A T PName WATP BROADCASTING CORPORATION
PEE DEE BROADCASTING COMPANYMARTON, SOUTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BAL-4508 Rec'd Filed	3-29-62 4-3-62 4-3-62	Voluntary assignment of license to Raymond A. Somers. Marl E. Fields, Atty.	GRANTED	7-18-62 EFF: 9-21-62 per Form 323
BR-3533 Rec'd Filed	9-3-63 9-6-63 9-6-63	Renewal of license	GRANTED	11-14-63
BAL-5182 R & F	7-24-64 7-27-64	Voluntary assignment of license to WATP BROADCASTING CORPORATION	GRANTED	9-16-64 Eff: 9-22-64
BZ-5766 Rec'd. Resub. Filed	4/23/65 4/26/65 9/10/65 9/14/65	Auth. to determine operating power by direct meas. of ant. power.	RETURNED	8/10/65 SIGNED GARY HARTY
			GRANTED	11-1-65

FORM BC-121

AUG. 1955 #4

APPLICATION RECORD - BROADCASTING

7(1430kc)

Call
Letters W A T P

Name **SWAMP FOX BROADCASTING CORPORATION**
WATP BROADCASTING CORPORATION
MARION, SOUTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-3533 R & F	8-23-66 9-2-66	Renewal of license	GRANTED	4-11-67
BAL-6257 R & F	11-29-67 12-6-67	Voluntary assignment of license to SWAMP FOX BROADCASTING CORPORATION Atty - Dow, Lohnes & Albertson	GRANTED EFF.	3-5-68 3-8-68
BR-3533 R & F #539233 \$75 PN Press SEP 22 1969	8-20-69 9-2-69 9-2-69	Renewal of license Atty- Richard F. Swift (Dow, Lohnes & Albertson) AMENDED 10-27-69 re: Programming & commercial practices	GRANTED	3-26-70
BZ-7644 R & F DM PRESS OCT 14 1970	9-9-70 9-11-70 9-18-70	Direct Measurement	GRANTED	10-19-70

APPLICATION RECORD - BROADCASTING

Call
Letters **W A T P**

Name **SWAMP FOX BROADCASTING CORPORATION**
MARION, SOUTH CAROLINA

File No.	Dated	Application for	Action	
			Nature	Date
BR-3533 R & F PN PRESS SEP 27 1972	8-25-72 8-28-72 8-28-72	Renewal of License AMENDED 10-27-72 re: commercial policy	GRANTED	12-6-72
BZ-8285 R & F DM PRESS MAR 27 1973	1-6-73 1-12-73 1-17-73	Direct Measurement	GRANTED	3-30-73
BR-3533 R & F PN Recd. PRESS SEP 2 1975	7-21-75 7-28-75 8-4-75	RENEWAL OF LICENSE AMENDED 9-17-75 re: EEO AMENDED 9-17-75 re: EEO	GRANTED	11-19-75
BR780721UA PRESS SEP 8 1978		RENEWAL OF LICENSE	GRANTED	11-20-78

About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form – 3" by 5" filing cards – for reference.

In 1999, the Commission moved to a new location (445 12th Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). The History Cards were transferred to microfiche by a contractor (only one set is known to exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

